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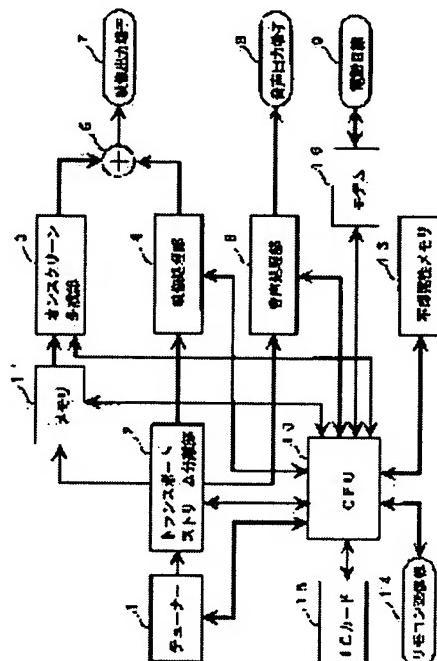
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(54) DIGITAL TELEVISION BROADCASTING RECEIVER

(57) Abstract:

PROBLEM TO BE SOLVED: To provide a digital television broadcasting receiver by which a user can obtain additional data, etc., easily by viewing advertisement contents.

SOLUTION: In this digital television broadcasting receiver for receiving digital television broadcasting for sending advertisement auxiliary information corresponding to the advertisement contents, the advertisement auxiliary information includes character information related with the corresponding advertisement contents and access information for accessing an advertiser server. The receiver is provided with a means for displaying the character information within the advertisement auxiliary information corresponding to the advertisement contents when an advertisement auxiliary information displaying command is inputted by user operation when the advertisement contents are displayed and a means for transmitting information for specifying the user to the advertiser server by connection with the advertiser server based on the access information when an access command is inputted by user operation when the character information within the advertisement auxiliary information is displayed.



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1. This document has been translated by computer. So the translation may not reflect the original precisely.
2. **** shows the word which can not be translated.
3. In the drawings, any words are not translated.

CLAIMS

[Claim(s)]

[Claim 1] It is the user input type advertising method characterized by to judge the user terminal concerned or the above-mentioned service provision equipment to be what has recognized the advertisement to which the user concerned corresponds by recognizing the aforementioned voice, and to provide the above-mentioned user terminal with the service accompany by being the user input type advertising method of having a server by the side of the service provision equipment which connects through the user terminal, this user terminal, and the network which consists of telephone and a personal computer, and making advertising research utter from the above-mentioned user terminal with voice to a user.

[Claim 2] The user input type advertising system which has a server by the side of the service provision equipment connected through the user terminal, this user terminal, and network which are characterized by providing the following, and which consist of telephone and a personal computer. An advertising pattern means to decide upon the content and method of advertising information at the time of using the telephone of the above-mentioned user terminals as user input equipment, and transmitting an advertisement to the server by the side of the above-mentioned service provision equipment with voice. A guidance message generation means to create an advertising message and a guidance message. A speech synthesis means to change an advertising message and a guidance message into voice. The speech recognition and a content analysis means to perform content analysis with this user's message for the voice which the user uttered to be recognized and in agreement with an advertising pattern and information concerned, and a service propriety judging means to judge whether service is offered based on the above-mentioned content analysis.

[Claim 3] It is the user input type advertising system characterized by creating the voice repetition guidance message of form in which the aforementioned guidance message generation means makes the content repeat in a user input type advertising system according to claim 2.

[Claim 4] It is the user input type advertising system characterized by the aforementioned guidance message generation means creating the voice quiz guidance message of quiz form in a user input type advertising system according to claim 2.

[Claim 5] The user input type advertising system according to claim 2 characterized by providing the following. An advertising display means to use the personal computer of the aforementioned user terminals as user input equipment, and to decide upon the content which displays an advertisement on a screen, and a method in this personal computer in addition to each means of the server by the side of the aforementioned service provision equipment. A speech synthesis means to change into voice the advertising message and guidance message which were displayed on the screen, and to notify a user with this voice. The speech recognition and a content analysis means to perform content analysis for the voice and the key input information which the user uttered to be recognized, and in agreement with the advertising information concerned. A service propriety judging means to judge whether service is offered or not as a result of content analysis, and to notify this content of a judgment to the above-mentioned server.

[Claim 6] The phonation message of the advertising research for making it input from the aforementioned user input equipment in a user input type advertising system according to claim 5 is a user input type advertising system characterized by what is displayed on the display screen of a personal computer by the advertising pattern means in a server.

[Claim 7] In a user input type advertising system according to claim 5, the phonation message of the advertising research for making it input from the aforementioned user input equipment By being transmitted to the personal computer by the side of a user terminal from the server by the side of service provision equipment, changing into voice by this personal computer side, and being told to the user concerned It is the user input type advertising system characterized by for the user concerned repeating and uttering the notified voice toward the microphone of this personal computer, and performing recognition of the phonation voice concerned by the service provision equipment side.

[Claim 8] It is the user input type advertising system characterized by for there to be voice in the phonation message of the advertising research for making it input from the aforementioned user input equipment by the server by the side of service provision equipment, to transmit it to the user concerned from the loudspeaker of a personal computer in a user input type advertising system according to claim 5, and for the user concerned to repeat and utter the transmitted voice toward the microphone of the personal computer concerned, and to perform recognition of the phonation voice concerned by the service provision equipment side.

[Claim 9] Recognizing the voice which the aforementioned user uttered in a user input type advertising system according to claim 5 is a user input type advertising system characterized by carrying out by the personal computer side, judging whether the uttered voice concerned and the content of information of the aforementioned advertisement were in agreement by this personal computer side, and notifying this judgment result to a service provision equipment side from this personal computer side.

[Claim 10] It is the user input type advertising system characterized by creating the voice repetition guidance message of form in which the aforementioned guidance message generation means makes the content repeat in a user input type advertising system according to claim 5.

[Claim 11] It is the user input type advertising system characterized by the aforementioned guidance message generation means creating the voice quiz guidance message of quiz form in a user input type advertising system according to claim 5.

[Claim 12] The user input type advertising method characterized by making an advertising message key from a keyboard from the user terminal concerned in the user input type advertising method according to claim 1 instead of making advertising research utter from the above-mentioned user terminal with voice to the aforementioned user.

[Claim 13] The user input type advertising method characterized by considering as a charge [cheap as service to offer or] usual when accompanying service carried out no charge or with a premium is offered and there is no phonation of advertising research in the user input type advertising method according to claim 1 or 12 when phonation or a key input of the aforementioned advertising research is performed.

[Claim 14] The user input type advertising method characterized by changing the content of service according to the accuracy of key input information in the user input type advertising method according to claim 1 or 12, corresponding to the accuracy of phonation of the aforementioned advertising research.

[Claim 15] Server equipment which is characterized by providing the following and which was connected with two or more communication terminals through the network. An advertising pattern means to create an advertising message and its expression method. A guidance message generation means to create voice repetition guidance or voice quiz guidance. A speech synthesis means to change the created guidance into voice and to transmit to a user terminal. A service judging means by which phonation of this user is proper, judges whether the service to accompany is applied, and notifies to a user terminal that the contents of a judgment are the speech recognition and a content analysis means to analyze the content of phonation of a user.

[Claim 16] User-terminal equipment which is characterized by providing the following and which was

connected to the server equipment by the side of service provision equipment through the network. The advertising display means which carries out a screen display of the advertising message with the directions by the side of this service provision equipment. The input means which follows the voice repetition guidance or voice quiz guidance transmitted from this service provision equipment side, and is made to utter or key a reply. A speech synthesis means to change into voice the advertising message and guidance message which were displayed on the screen, and to notify a user with voice. The speech recognition and a content analysis means to perform content analysis for the voice or the key input information which the user uttered to be recognized, and in agreement with the advertising information concerned, and a service propriety judging means to judge whether the accompanying service is applied as a result of content analysis.

[Claim 17] The program for making either of the claims 1, 12-14 perform each function of the user input type advertising method of a publication, or a user input type advertising system according to claim 2 to 11 to a computer.

[Claim 18] The record medium in which read-out is possible by computer characterized by storing a program according to claim 17.

[Translation done.]